

Shopping Actions Partner Playbook

2019



How to use this playbook

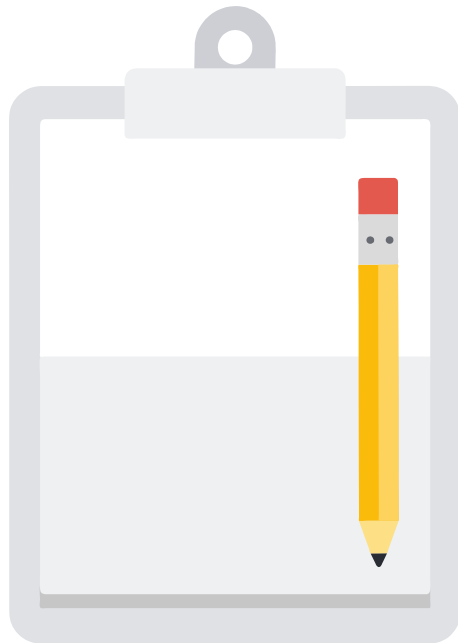
Proprietary + Confidential

Introduction

Welcome to the Shopping Actions partner playbook!

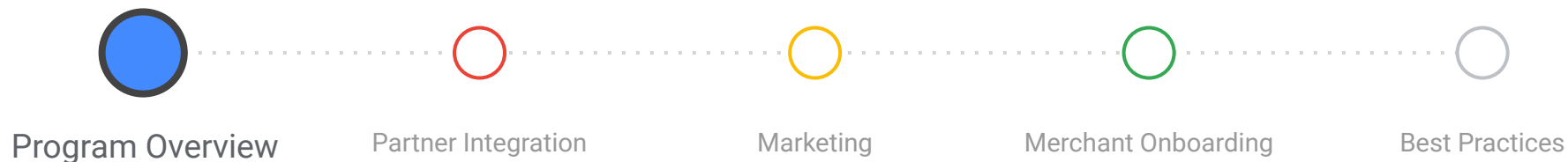
This playbook has all the resources and information you need to get you, and your merchants, started with Shopping Actions.

Thank you for your commitment and we're excited to work with you!



Get started

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[What is Shopping Actions?](#)

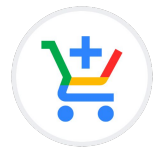
[Where do products appear?](#)

What is Shopping Actions?

Shopping Actions lets shoppers buy your products from wherever they are on Google.

The shopping cart lets potential customers know they can buy directly on Google, and shop worry free, with simple returns and customer support backed by a Google guarantee.

And you pay only when a purchase is made.

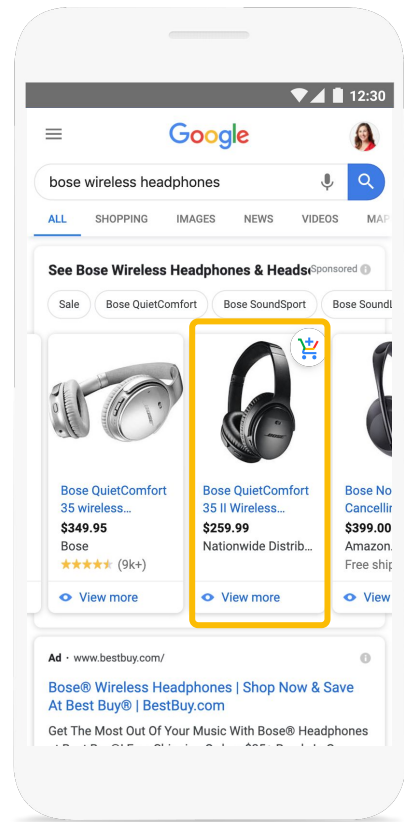




Google Search

Connect with shoppers looking for you

With billions of searches per day on Google, it's the first place U.S. shoppers go to discover or find a new retailer or brand.¹



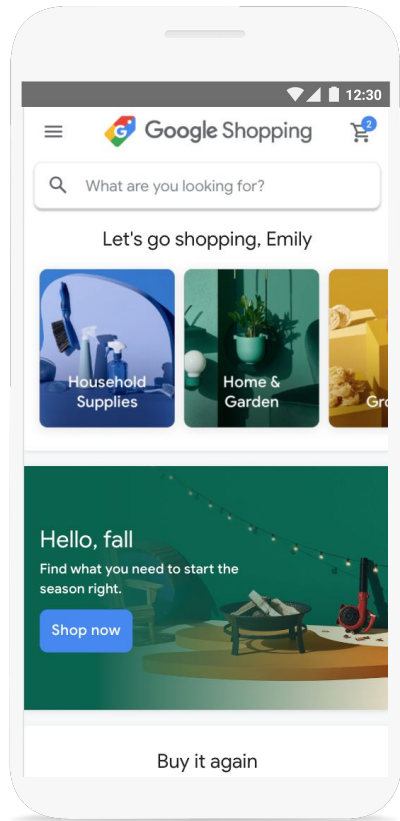


Google Shopping

New Google Shopping experience

This year we're unveiling a new Google Shopping experience. It gives shoppers new, immersive ways to discover and compare millions of products from thousands of stores.

When they're ready to buy, they can choose to purchase online, in a nearby store, and now directly on Google.





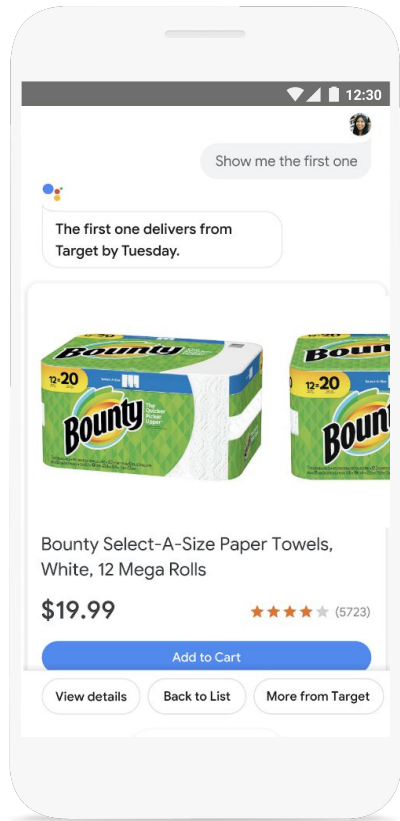
Google Assistant

Easily get on the Google Assistant

Voice shopping allows customers to shop simply by speaking to their Google Assistant or their Google Home device.

The Google Assistant is available on more than one billion devices worldwide.

You can learn more about how voice shopping works [here](#).



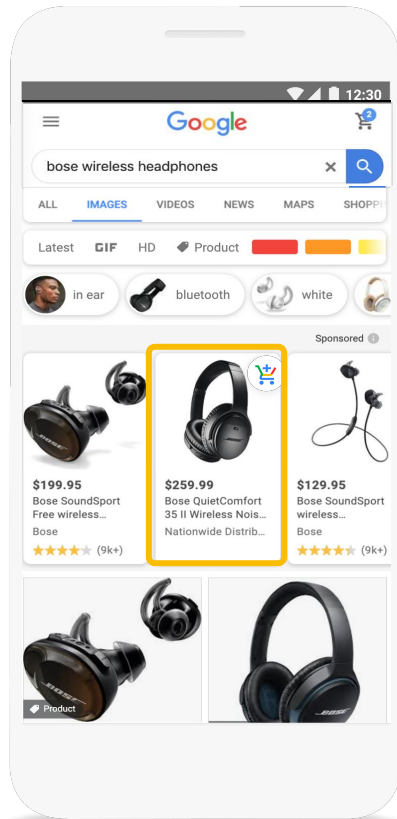


Images

Shop right within an image search

50% of online shoppers say images¹ help them decide what to buy.

Shopping Actions on Google Images allows them to instantly buy in the moments they're looking for inspiration.

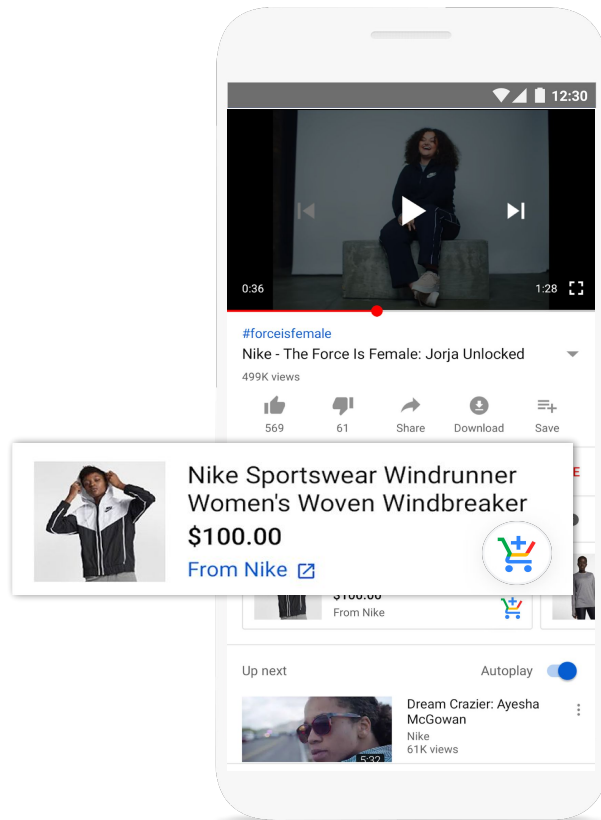




YouTube (coming soon)

Viewers can shop their favorite products while watching YouTube

Later this year, Shopping Actions on YouTube will enable a seamless checkout experience within the YouTube app for eligible products.



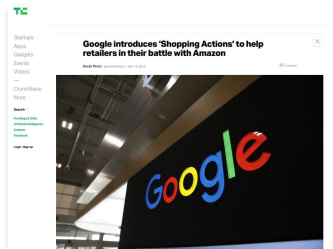
Shopping Actions continues to expand

10x

Merchants that have joined since 2018



Shopping Actions in the news

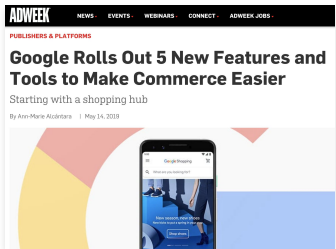


Forbes

SEPTEMBER 2018

A win for smaller e-commerce companies

Shopping Actions heralded as a 'friendlier, easier deal' for smaller e-commerce companies to grow their business

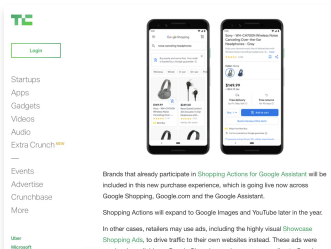


ADWEEK

MAY 2019

Google rolls out 5 new features and tools to make commerce easier

Google Shopping, where users can shop from thousands of merchants

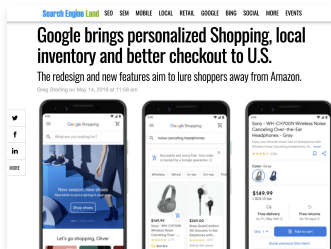


TechCrunch

MAY 2019

Google Express becomes an all-new Google Shopping in big revamp

Introducing the new Google Shopping Experience

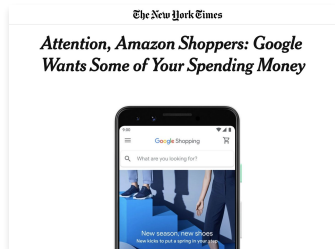


Search Engine Land

MAY 2019

Google brings personalized Shopping, local inventory and better checkout to U.S.

The redesign and new features aim to lure shoppers away from Amazon



The New York Times

MAY 2019

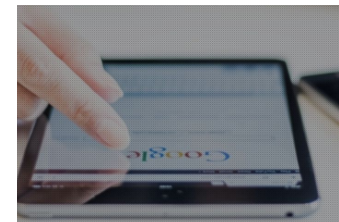
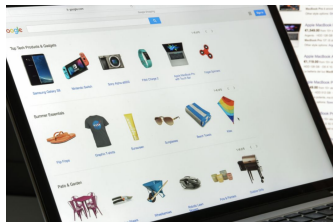
Attention, Amazon Shoppers: Google wants some of your spending money

Shoppers now have the ability to buy products directly on Google

Channel Partners in the news

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Program Overview - [What is Shopping Actions?](#)



FEBRUARY 2019

Guest post in Search
Engine Journal

Dive into the feature from
Search Engine Journal on
ways you can get more out
of Shopping Actions



MARCH 2019

Guest post in Forbes

Four ways to leverage
Google to increase
e-commerce sales



MARCH 2019

Guest post in Search
Engine Land

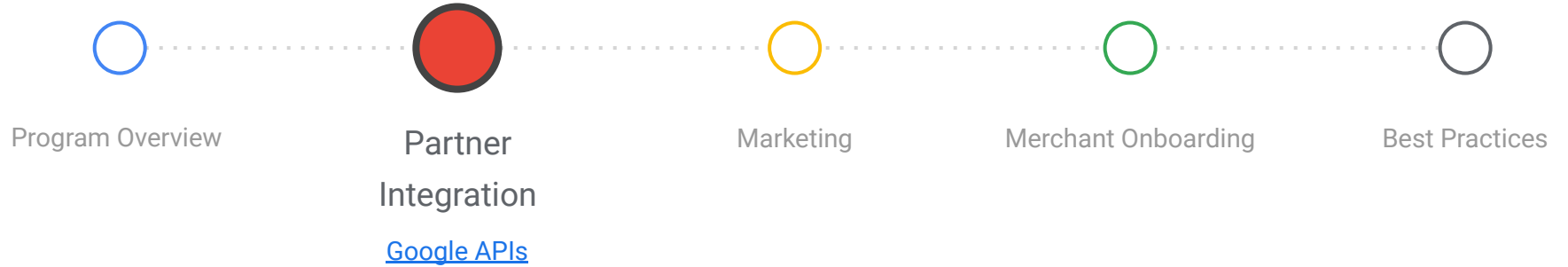
See how Ambush Board Co.
drove incremental revenue
in just four months by
combining Shopping Actions
with Shopping Ads



MARCH 2019

Merchant Success
Story

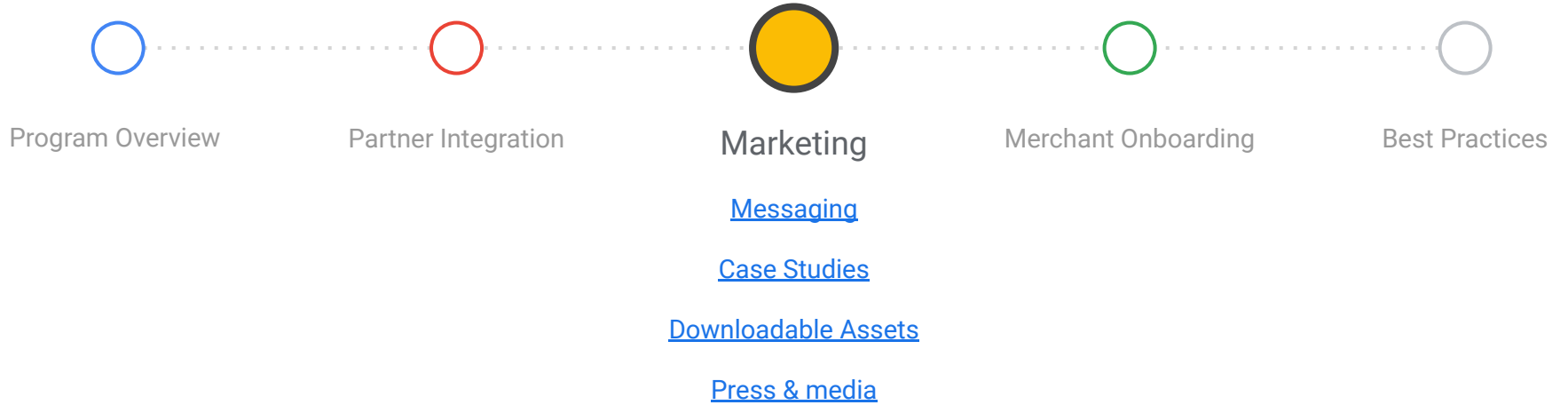
Learn how DigitalShopper
grew sales 4x with Shopping
Actions



Complete your integration with Google's APIs

Follow these steps to enable your platform for Shopping Actions.

- 1 Review the [API specs on Google's developer site](#).
 - View the Content API and Orders API.
- 2 Create a test account in [Merchant Center](#).
- 3 Create a [Google Cloud Project](#).
 - This will allow you to connect with Merchant Center via Google APIs and [Google API Client Library](#).
- 4 Enable the Content API for Shopping.
 - Navigate to the API & Services section, go to Library, then search for and enable the Content API for Shopping.
- 5 Create a service account and have the merchant add the service account email address as a user with the Order Manager role in Merchant Center.
- 6 The JSON with the credentials will be generated when you create the service account and can be used with the Google API Client Library you are using for development.
- 7 Complete the [Orders API integration](#) and testing.



What to say about Shopping Actions



Hundreds of millions of people visit Google every day to discover and buy new items. With Shopping Actions, now they can buy your products from wherever they are on Google.

Whether they're searching for products, watching related videos, comparing images, or talking to their assistants, they'll find it easy to shop and instantly purchase your products using the Google universal shopping cart.



The shopping cart lets potential customers know they can buy directly on Google, and shop worry free, with simple returns and customer support backed by a Google guarantee. The cart moves with shoppers across Google, giving them more ways to buy from you – and you pay only when a purchase is made.

Shopping Actions merchant benefits



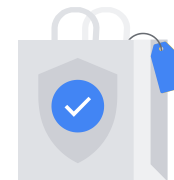
Acquire new valuable customers

68% percent of shoppers acquired through Shopping Actions are net new to merchants and are **14% more valuable** than those that do not shop with Shopping Actions.¹



Increase sales & customer loyalty

Existing customers spend an incremental **10% more** after using Shopping Actions. Participating merchants see **30%** increase in basket size YoY.²



Elevate your brand on Google

Establish trust with new customers. The shopping cart on your listings shows customers their purchase is backed by a Google guarantee: secure payments, quality customer service, and a simple return process.

Source: ¹Mastercard Pre/Post Analysis of Shopping Actions Performance, June 2018. Analysis conducted among MasterCard users of a subset of merchants that reflect ~40% of Shopping Actions spend and ~a third of transactions. Merchants were weighted based on contribution to the competitive set given their relative size and ecomm only merchants excluded from weightings for offline metrics. Anchor period 24 Aug '17 - 30 Sept '17 with rolling 6 month pre/post analysis

²Google internal data, Q1 2017 vs 2018 YTD.

Shopping Actions is complementary to Shopping Ads

Shopping Actions increases a merchant's overall presence on Google surfaces to drive incremental sales and acquire new users



Shopping Ads

Drives **sales** and **repeat purchases** from new and existing customers on your site



Shopping Actions

Get **incremental traffic** on Google surfaces vs. running Shopping Ads alone

Capture **new & incremental users** on Google and bring them back to own site

Show on emerging surfaces like voice

Bigger baskets and re-ordering with universal cart



Case Study: Ambush Brand Co

115% more conversions by pairing
Shopping Ads with Shopping Actions

Ambush Board Co. partnered with Feedonomics, a full-service product feed platform, to test the impact of running Shopping Actions and Shopping Ads at the same time.

After four months, the brand compared its performance before and after running both Shopping Actions and Shopping Ads.

115%

increase in conversions

104%

increase in total revenue

Source: Methodology: Pre/Post Analysis of Shopping Ads and Shopping Actions Performance, October 2018. Shopping Ads anchor period 5/30/2018 - 9/30/2018 vs. Shopping Ads with Shopping Actions anchor period 10/1/2018 - 2/1/2019.

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Case studies can be used in pitch materials only - Not in press releases or external websites.



Case Study: LaLa Daisy

Boosts sales by 15% YoY with Shopping Actions

LaLa Daisy partnered with ChannelAdvisor, an e-commerce software solutions provider, to streamline its user experience with Shopping Actions.

The brand worked with ChannelAdvisor to consolidate its inventory data before running Shopping Actions.

15%

increase in total sales

12%

of monthly sales now come
from Shopping Actions

Source: Methodology: LaLa Daisy started running Shopping Actions in June 2018. After six months, the brand compared its sales performance before and after launching Shopping Actions.

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Case studies can be used in pitch materials only - Not in press releases or external websites.

Case Study: Portmantos

Increases sales by 335%

Portmantos, a luxury travel retailer, set out to engage new customers and expand brand visibility online. To meet these goals, the brand partnered with Zentail on a strategy for Shopping Actions.

The results were great: 6% of Shopping Actions customers repurchased within eight months.

335%

increase in total sales¹

100%

website traffic²

Source: ¹Q3 2018 vs. Q4 2018

²Jan. 2018 vs. Jan. 2019



Downloadable assets

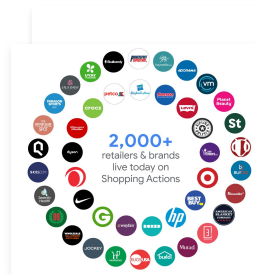
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Marketing Guidelines - **Downloadable Assets**

Image Assets

Logos, graphics

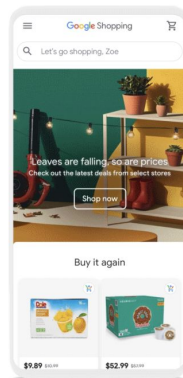
Shopping Actions



Webinar



Mock UI (GIFs)



Press & Media

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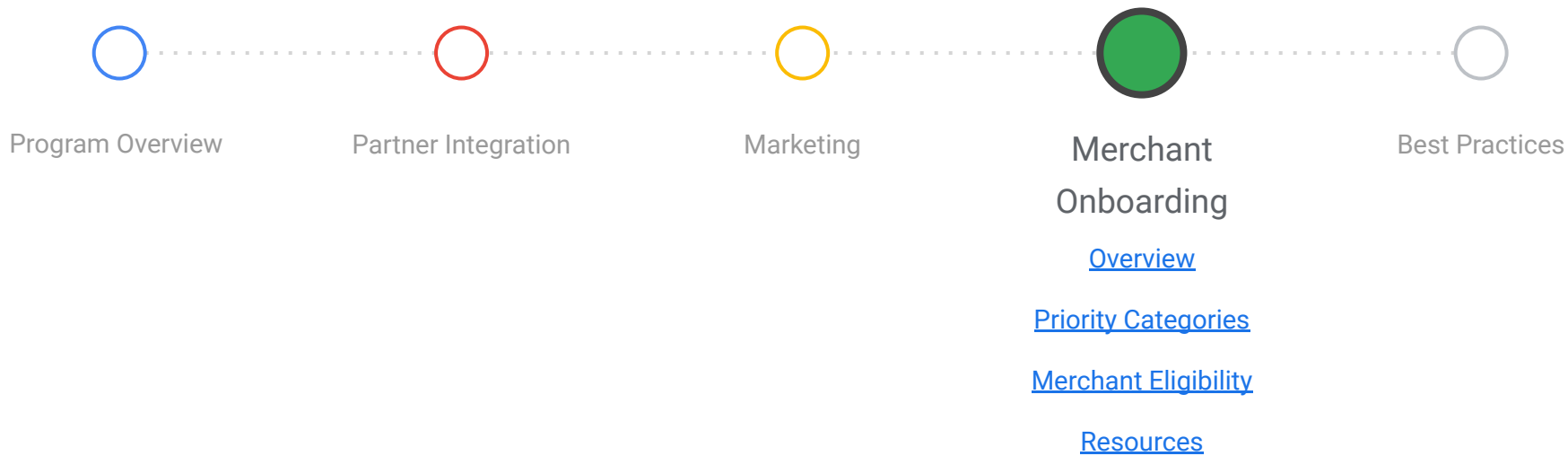
Marketing Guidelines - PR & Approval Processes



Any press materials mentioning Shopping Actions requires review and approval. Please email press releases, event presentations or blog posts to your Google contact and allow 7 business days for review.

Google does not generally provide quotes for press materials. This can be reviewed on a case-by-case basis. Please do not include the Google boilerplate, contact information or Google logo on your press release.

These details imply a joint-press release, and Google does not support joint-releases. We appreciate your support and cooperation.



Onboarding merchants to Shopping Actions

- ✓ Review Merchant [eligibility](#).
- ✓ Share program [participation criteria](#), [restricted products and services](#) and [Shopping Ads policies](#) with your merchant.
- ✓ When creating a Merchant Center account, select the Shopping Actions program.
- ✓ Follow the steps in the [Quickstart Guide](#) to onboard, test, and publish.
 - Review the best practices in this playbook and in your enablement guide.



Please note that processes and policies may change.
We recommend checking with your Google contact for the most up to date information.

Priority Categories

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Merchant Onboarding - [Overview](#)

The following product categories work well on today's Shopping Actions program:



Electronics



Health & Beauty



Home & Garden



Baby & Kids



Apparel



Basic apparel, shoes & jewelry are priorities for 2019

Shopping Actions Policies

Please review Merchant Eligibility in detail as those who do not comply will be unable to launch on Shopping Actions.

Data Quality

If advertising on any other Merchant Center ad program, merchant must have a history of good account health.

Return policy

- Provide a minimum 30-day return policy for all items, starting from their delivery date.
 - Exceptions: You may provide a return policy of minimum 14 days for electronic items, or ineligibility for food items, perishables, or living things in your Merchant Center settings. We may also determine other non-returnable items, such as gift cards or memberships.
- No restocking fees
- Can inform Partner/Google that return is accepted or rejected

Shipping

- Must be able to ship from the US
- No special shipping options (e.g. Freight, Liftgate or White Glove fees, scheduled delivery)

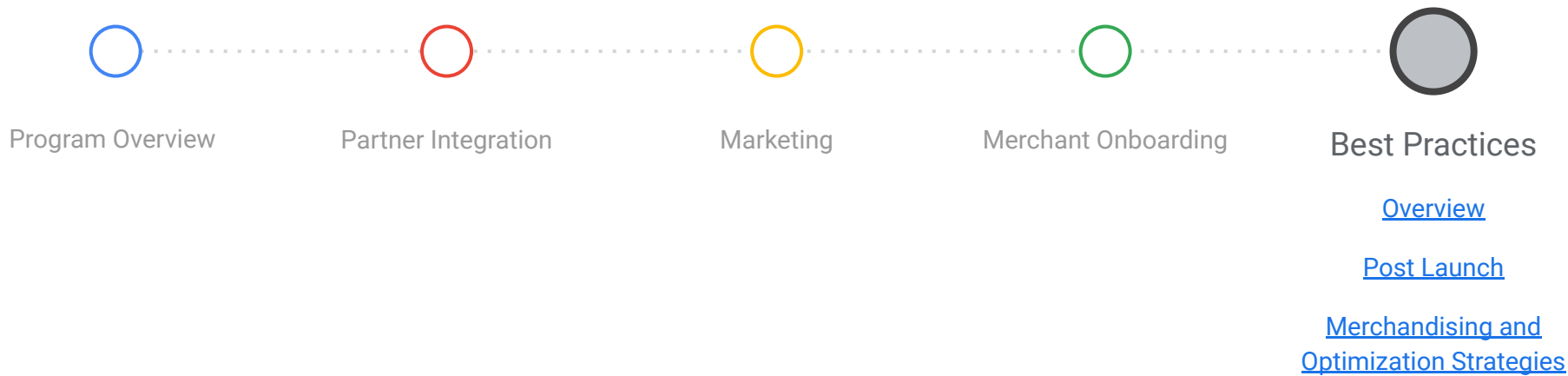
Unsupported Product Categories

Including (but not limited to) please visit the [help center](#):

- Customizable goods
- Counterfeit goods
- Final Sale Items
- Refurbished and Used Goods
- Pre-Order Items
- Gifting
- Automotive goods with ACES identifiers



Review full Shopping Actions policies [here](#) and Shopping Ads policies [here](#)



Onboarding Best Practices

- ✓ **Read over the policies to ensure merchants comply** (for example, 30 day returns and no restocking fees). If some products don't meet policies, those products may be excluded from Shopping Actions.
- ✓ **Tackle steps in parallel**, particularly ones that require validation (such as payments/billing, logos, etc).
- ✓ **Ensure merchant accepts the terms of service** early, so other steps can be completed.
- ✓ Ensure **shipping and tax information** is correct, otherwise merchant may experience delays!
- ✓ To make sure your merchants have the most competitive offers, be sure to reference our [documentation](#) about estimated delivery date optimization.
- ✓ Ensure the merchant's business information in Merchant Center matches their official business record used for their payment profile.
- ✓ [Reference the help center](#) throughout the process.

Post launch Best Practices

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Merchant Onboarding - **Best Practices**



Assortment

Opt-in your merchant's entire eligible catalog to Shopping Actions. Don't forget to include basket starters.



Pricing

Check the Insights reports to view how often your merchant's products are winning the buy box, and how their prices compare to other merchants.



Shipping & Delivery

Ensure your merchant offers competitive shipping prices and fast transit times for optimal customer buying experience.



Merchant Promotions

Run promotions already running through Shopping Ads to drive incremental sales on Shopping Actions. [Sign up now.](#)

Merchandising and Optimization Strategies

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Merchant Onboarding - **Best Practices**



Measure Progress

Check sales performance in the Merchant Center metrics dashboard.



Product Insights

Leverage product insights on competitiveness and opt-in recommendations to maximize sales on Shopping Actions.



Retailer Standards

Ensure a smooth customer experience as well as help your merchant measure performance success and identify areas for improvement.



Retailer Standards Tip

Merchants meeting standard level will now be eligible for a commission discount for qualifying orders – to reward you for shipping fast and free.

[Learn more.](#)



Thank You

Resources

- 1 [Shopping Actions HUB](#)
- 2 [Shopping Actions Blog Post](#) | [GML Blog Post](#)
- 3 [ShopTalk Presentation](#) from Daniel Alegre,
President Retail Shopping & Payments, Google
- 4 [Shopping Actions Help Center](#)